

## SELF-SERVICE PACK OUTLETS BASE Program Requirements

### Base Participation

- Retailer agrees to maintain:
  - RJR Full Price Display in Primary Position
  - RJR Full Price Display in a 2nd, 3rd or 4th Full Price position
  - RJR Savings Brand Display in a Primary Savings Position
- Retailer further agrees to:
  - Display RJR "Lowest" brands, if applicable
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
  - Provide RJR share of space equal to RJR share of market on carton merchandisers, if applicable. Minimum acceptable space as determined by an RJR Representative.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
  - Accept new RJR brand styles as requested by RJR representative
- RJR reserves the right for final approval of display/advertising sizes and locations.

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### Pay For Performance

- Retailer earns payment based on performance of program requirements and RJR volume.



### Co-Marketing

- Meet all requirements specified for Base Participation
- Retailer uses Co-Marketing to drive RJR volume

### Retail Partners

	Lower Range	Current	Next Higher Range
RJR CPW			
RJR Payment	\$	\$ *	\$ *
		*	
Co-Marketing			
Accrual	\$	\$ *	\$ *
*Verification of volume required.			

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# **NON-SELF-SERVICE PACK OUTLETS** **BASE Program Requirements**

## **Base Participation**

- Retailer agrees to maintain:
  - RJR Full Price Display in Primary non-self-service position
  - RJR Full Price Display in a 2nd, 3rd or 4th Full Price non-self-service position
  - RJR Savings Brand Display in a Primary Savings non-self-service position
- Retailer further agrees to:
  - Display RJR "Lowest" brands, if applicable
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
  - Provide RJR share of space equal to RJR share of market on carton merchandisers, if applicable. Minimum acceptable space as determined by an RJR Representative.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
  - Accept new RJR brand styles as requested by RJR Representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.

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## **Pay For Performance**

- Retailer earns payment based on performance of program requirements and RJR volume.

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## **Co-Marketing**

- Meet all requirements specified for Base Participation
- Retailer uses Co-Marketing to drive RJR volume

## **Retail Partners**

	<u>Lower Range</u>	<u>Current</u>	<u>Next Higher Range</u>
RJR CPW			
RJR Payment	\$	\$ *	\$ *
<b>Co-Marketing</b>			
Accrual	\$	\$ *	\$ *

**\*Verification of volume required.**

# **SELF-SERVICE CARTON OUTLETS BASE Program Requirements**

## **Base Participation**

- Retailer agrees to maintain:
  - Self-Service RJR Package Merchandiser(s) in Primary Position
  - Space for RJR cartons equal to RJR SOM. Minimum space determined by RJR. Separate Full Price and Savings sections required
  - RJR brands on top shelves contiguous
  - Advertising located over RJR brands
- Retailer further agrees to:
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
  - Accept new RJR brand styles as requested by RJR Representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.

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## **Pay For Performance**

- Retailer earns payment based on performance of program requirements and RJR volume.

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## **Co-Marketing**

- Meet all requirements specified for Base Participation
- Retailer uses Co-Marketing to drive RJR volume

## **Retail Partners**

	<u>Lower Range</u>	<u>Current</u>	<u>Next Higher Range</u>
RJR CPW			
RJR Payment	\$	\$ *	\$ *
<b>Co-Marketing</b>			
Accrual	\$	\$ *	\$ *

\*Verification of volume required.

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# **NON-SELF-SERVICE CARTON OUTLETS BASE Program Requirements**

## **Base Participation**

- Retailer agrees to maintain:
  - RJR Package Merchandiser(s) in Primary position (Self-Service)
  - Space for non-self-service cartons equal to RJR SOM. Minimum space determined by RJR. Separate Full Price and Savings sections required
  - RJR brands on top shelves contiguous
  - Advertising located over RJR brands.
- Retailer further agrees to:
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
  - Accept new RJR brand styles as requested by RJR representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.

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## **Pay For Performance**

- Retailer earns payment based on performance of program requirements and RJR volume.



## **Co-Marketing**

- Meet all requirements specified for Base participation
- Retailer uses Co-Marketing to drive RJR volume

## **Retail Partners**

	<u>Lower Range</u>	<u>Current</u>	<u>Next Higher Range</u>
RJR CPW			
RJR Payment	\$	\$ *	\$ *
<b>Co-Marketing</b>			
Accrual	\$	\$ *	\$ *

\*Verification of volume required.

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# **CIGARETTE OUTLETS** **BASE Program Requirements**

## **Base Participation**

- Retailer agrees to maintain:
  - RJR Full Price Pack Display/merchandiser in Primary position
  - RJR Savings Brand Pack Display/merchandiser in Primary position
  - Parity representation for displays at register (selling area), Full Price and Savings Brands
  - "Feature" Savings Center in a Primary Savings position
  - Other Savings Center if applicable
  - Full Price Carton merchandiser - RJR brands
  - Dedicated promotional space for RJR brands, Pack and Carton
  - Indoor and Outdoor "high impact" signage
  - Share of signage equal to RJR SOM
- Retailer further agrees:
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/ displays) equal to RJR Share of Market.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
  - Accept new RJR brand styles as requested by RJR representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.

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## **Pay For Performance**

- Retailer earns payment based on performance of program requirements and RJR volume.

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## **Co-Marketing**

- Meet all requirements specified for Base participation
- Retailer uses Co-Marketing to drive RJR volume

## **Retail Partners**

	<u>Lower Range</u>	<u>Current</u>	<u>Next Higher Range</u>
RJR CPW			
RJR Payment	\$	\$ *	\$ *

## **Co-Marketing**

Accrual	\$	\$ *	\$ *
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**\*Verification of volume required.**

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